

Salvation Army Red Shield Campaign Underway

"Is there still a need for The Salvation Army?" Commissioner Chas. Haug, head of the organization in Canada, feels that the Canadian people will show what they think by their response to the 1948 Red Shield Appeal which was launched Monday.

That the Salvation Army in Canada needs a new cemetery is one unique item in the annual report of Brigadier Ervin Waterston, Men's Social Service Secretary.

The cemetery, Brigadier Waterston says is required because the old one, adjacent to the Gleichen Eventide home, one of the Salvation Army's 19 such institutions for age people in Canada has been filled.

This Salvation Army Home, which accommodates about 120 aged men, has no more sacred spot than the cemetery which has been beautifully landscaped by its inmates and carefully tended. Death rate is about one per month.

The annual report indicates that 1,677,228 beds and meals were supplied by the men's social service division last year. Separate records are kept of women's work. "A vastly increased number of persons last year sought The Salvation Army's advice and assistance," according to Brigadier Waterston. The rise in unemployment and a paralleling rise in the cost of living created many problems, particularly among young men, a large number of whom had served in the armed forces. Many of the Brigadier Waterston declared, are moving about the country in a way strikingly reminiscent of the dark, post depression years.

Extensions are planned for Eventide Homes at Battelstark Sank, Brandon, Man. Edmonton, and have already completed in Montreal. The report also revealed that almost forty cases a month are being successfully handled by The Salvation Army's Missing Persons' Bureau, which is an arm of the men's social service. The fact that the vast majority of persons in more than 100 countries greatly facilitates this type of work the Brigadier said.

Senator Gershaw Writes

The following is an outline of part of a speech made in Parliament last week.

Let us, in turn, examine the principles of each of the major parties. One of the great historical principles and practices of conservative party has been the policy of protection. It is perfectly true that the traditional philosophy which at various times of our history has won great public support in fit social industry should be in this country. Let us look at the fact that infant industries in a new country do not need a measure of aid so that they can compete with established industries in other countries. The aid is given by duties on imported products. Its object is not to injure industry, but to encourage it within the country.

The C. C. F. hope to govern a planned regimented, state. Their members are strong advocates of private monopoly. They have always shown concern over the plight of the poor and low salaries and hope their planning board will operate and control all large industries of the country.

The speaker could not understand the financial policies of the Social Credit party but he does know that they are strong champions of private enterprise. They will not support the liberals in Saskatchewan, because they claim the liberals have advanced to far along socialistic lines. They are strong for private enterprise and debt-free, interest-free money.

One hundred and fifty years ago there were only two parties in Britain, they were the Whigs and the Tories. They differed only in one particular. The Tories thought that power should be vested in the king, and the Whigs thought that power should be in their own privileged hands.

A group of men fighting for social justice was organized, and drew members from both of the older parties. Their first triumph was the Reform Bill of 1832. That brought middle class people to the nation's councils. Led by John Bright and

CANADIAN PACIFIC PHOTO
Plying Officer Hubert Brooks of the Olympic champion K.C.A.F. hockey team came home with more than the Olympic gold medal. All members of the team received. He is shown here

aboard a C.P.R. train with his bride, the former Miss Birthe Grotvedt of Denmark, whom he married during the Olympic trip, as they returned to Ottawa with the team. Barbara Ann Scott was their bridesmaid.

News Items of Local Interest

Leo Woods entertained a number of his friends to a social evening last Friday night.

Mrs. Yule of Calgary has been in town for the past week visiting her parents Mr. and Mrs. J. O. Bogstis.

The most beautiful day this year was Monday. The bright sun made good progress in drying up the roads and fields. It rained Tuesday night and that morning everything was just as soggy as ever. When evening will begin is anybody's guess.

Colin Busby arrived in town late from Toronto to spend a short time visiting his parents, Mr. and Mrs. Wm. Busby. Colin has been studying engineering at the university in Toronto for the past several years and before leaving that city wrote his final examination papers. Since arriving in Gleichen he has been confined to bed with a sore throat.

Sonsie's lough, located a couple of miles south of town, has more water in it now than anyone ever remembers seeing before. The lake now extends several miles to the east. The tremendous amount of water and the shifting ice last week broke down a couple of smaller power poles which were situated along the east shore of the lake. Friday Al Wilson, the local representative of the Calgary Power Company rounded, up a crew and using a boat repaired the damage by setting up new poles.

Tom Robinson is leaving for Calgary this week to reside but expects to be a frequent visitor to Gleichen. Mrs. Robinson moved to Calgary sometime ago. Mr. Robinson has had Richard Golden, they moved on to their fight against the Corn Laws. These laws were supposed to use agriculture by imposing an exorbitant tax against foreign grain. The British farmer could not supply the market although he was able to get a high price for his grain. The price of bread rose beyond the reach of the working people. The great struggle and Tory land owners claimed that import duties were necessary to preserve national economy. Bright and Golden, men who were the glory of the time, led the fight against the Corn Laws with the great cry that the national economy of Britain depended not on restricted trade but on the greatest freedom of trade and cheap food for all.

Victory came in 1846 and Bright's followers became consolidated into the Liberal party.

The guiding principles of liberalism are still the same, and the great steps recently taken to more evenly distribute wealth indicate that the party is still keeping the faith as regards the curbing of special privilege.

F. W. GERSHAW.

considerable trouble getting the tones out of his house but finally the sheriff stepped in and ejected them last week and now he will be busy for sometime getting the house fixed and settled down. Tom will move his furniture from Gleichen just as soon as the roads will permit travel over them.

Hubert Richardson spent Saturday in town looking after his interests here. Since before Christmas he has been in Calgary visiting his farm. Saturday he walked out to his farm, located five miles northeast of town, as there was no other way to get there owing to the muddy roads, to see how his pet rooster was getting on. The rooster has been living a bachelor life since last December and a crowd with delight when he saw his old bachelor friend. Hubert left for the city Saturday night to pack up his trunks and return to the farm and begin spring activities.

Seeding this year in general over the prairies will be greatly delayed owing, in the main, to a backward spring and in certain areas to flooded land. The delay in seeding, however, is not as serious these days as it would have been ten years ago. Now cattle maturing varieties have picked up five days between seeding and harvesting. Most farmers, too, can put in their seed much faster than they used to do ten years ago. Farmers used to consider seeding had to start about April 20th. This means that if seeding could start now then in general all the crops will be harvested about the same date as they would have been if seeding had started April 20th ten years ago. Much more delay in the start of seeding means that the crop will incur increased risks of being damaged by early fall frosts. The information of the readers of this column, here are the dates at which seeding started on these prairies in past years: In 1936 April 24th, in 1941 April 23rd, in 1942 May 6th, in 1943 April 21st, in 1944 April 19th, in 1945 May 1st, in 1946 May 1st, and in 1947 April 17th—"World of Wheat".

Alberta motorists contributed approximately \$720,000 to the provincial treasury during the year ended March 31 in fuel oil or gasoline tax. This was an increase of more than \$1,000,000 over the previous year. The main reason for the record revenue during the past year was the increase in the gasoline tax from seven to nine cents per gallon. When the additional tax was decided upon the government considered that the revenue from this increase would be used specifically for hard surfacing of main highways. Last year province voted \$13,000,000 for highway expenditures and a similar sum has been provided for the current year. Thus it will be seen that more than half of this revenue is obtained from the gasoline tax.

Do You Remember 20 And 40 Years Ago

Sam Little arrived from Banff to visit his relatives in Gleichen. He will leave shortly for Grand Prairie where he has homes.

Rapid progress is being made by Contractor Chas. Thompson on W. A. Schmidt's new gasoline station, which promises to be very modern in all particulars.

Miss Frances Mos has returned to town after spending sometime in Calgary.

Dr. and Mrs. Armstrong have returned from their four months tour to the Mediterranean.

FORTY YEARS AGO

The following officers were elected to arrange for Victoria Day celebration: T. McHugh president; B. Wishart vice president; J. Johnston secy.; J. Berry treas.; stewards: C. Millie, W. H. James, T. H. Beach and J. Johnston; committee: T. H. Beach, D. Brown, M. Brown, Jack Clark; Dr. W. H. Livingston, R. Kerr, G. G. Hunter, J. Jacques, C. Millie, R. West, A. Walker, A. Yates and J. Young. J. Kilcup will take charge.

Rev. Mr. Clunney is making good headway in building the new St. Andrew's paragon.

W. H. Blackmore of the Indian agency paid his first visit to Calgary last week.

F. H. Blackmore's new residence, next to the United Church is nearing completion.

SPRINGTIME

At last there are many signs that spring has really arrived. Spring is the season of re-encouragement and radiant life. It is only to man that January 1st represents the birth of a new year and the calendar year is an artificial contrivance. With the coming of the lower animals the coming of spring is at once the birth of a new year and new life.

With the coming of spring a new year as from January 1st, but nevertheless observes it from the first breath of spring. After the departure of the dear and stifling winter and with the coming of re-freshing and magnetic spring there is a new life and new hope created in the hearts of men and women. Spring brings great plans and high resolves which only winter can demolish or deter.

It is not sufficient to say that the homing instinct is convenient in the spring. It is natural and not to be gamed by man or beast. Spring urges the bird to build his nest, the animal to burrow into its mother earth and man to plan his home, but neither bird, beast nor man knows nor asks why. Spring is the one and only irresistible force.

CANADA'S TOURIST TRADE POSSIBILITIES

Canada's tourist industry can be the most financially profitable branch of our export trade. No less important than the financial benefit is the great stimulus to international understanding and good will developed by travel. There is a tremendous incentive, both economic and cultural for the development of an increased tourist trade.

The great value of the visitor is not only in the impressive dollar total, but in the fact that the tourist dollar has such widespread distribution in the nation. The tourist dollar is the most important source of income for the development of an increased tourist trade.

Retail merchants 30 cents; theatres restaurants 22 cents; amusements 9 cents; accommodation 17 cents; transportation 7 cents; gasoline stations 12 cents; incidentals 3 cents.

Income is distributed through all channels of commerce and taxation. Every individual in the nation benefits directly or indirectly from the tourist trade. And every individual should contribute to the development of the tourist trade. Only with the active support and assistance of the Canadian people can there be growth in this vital industry.

With the increasing trend to vacation with pay, more people than ever will be travelling in 1948. And competition for the tourist business will be more intense from all countries. Canada has enjoyed two boom tourist years as a result of the post war travel spree. There are indications that holidaymakers this year will be more discriminating in their selection of vacation areas. These people con-

J. E. Brownlee To Head United Grain Growers Limited



J. E. BROWNLEE, K.C.

J. E. Brownlee, K.C., former premier of Alberta, has been elected President and General Manager of United Grain Growers Ltd., succeeding R. B. Law who has resigned for reasons of health. It has been announced from the company's offices at Winnipeg.

Mr. Brownlee is making good headway in building the new St. Andrew's paragon.

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R. S. LAW

sumed the duties of General Manager. Coming from Plymouth, England, in 1921, Mr. Law farmed at Charnabain and soon became a partner in the organized farm movement. He joined the U.G.G. in 1921, becoming Secretary of the company the following year. In 1929 he was elected a director and first Vice-President, succeeding the Hon. T. A. Cresser as President and General Manager in 1930. During the past year Mr. Law has been on extended leave of absence taken at the instance of the Board of Directors of the company who hoped he would be able to continue in office, Acting on medical advice, Mr. Law recently decided to retire from active business and will have shortly for a visit to England and intends to re-visit to Calgary on his return.

Mr. Brownlee has been associated with the U.G.G. as legal adviser since 1912. In 1943 he became a member of the Board of Directors of the company and was elected first Vice-President and General Counsel. In January, 1946, he was elected to the position of President and General Manager.

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Approximately 1,337,463 Canadians were materially helped by the personal services of the Salvation Army in its:

- Maternity Homes
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- General Hospitals
- Blind People's Service
- Old Folks' Home
- Free Labour Service
- Prison and Police Court Work
- Men's Hostels

THE SALVATION ARMY

An appeal will be made in
Gleichen in the near future

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THE STAFF OF LIFE

Reams of words are being written daily about the price probe of bread taking place in Ottawa. Some of the verbiage is beyond the ken of the ordinary layman. Canadian Grocer did some investigating on its own and published some pertinent facts about the staff of life—and why the price was raised.

Bread is one of the oldest known foods consumed.

A 24 oz. loaf cuts into approximately 30 slices.

At 16c, three-fifths of a cent per slice; if 10c-two-fifths of a cent.

A family of, say, four using five loaves a week pays an extra 5c following the one-cent increase.

The extra for the entire year works out at \$2.60.

If four persons consume five loaves a week, that's 125 slices, an average of 31 per person.

This average works out at nearly four slices each per day, or approximately 2c each.

This makes bread the cheapest, perhaps, of any food consumed.

The three-cent increase last September was given approval by the W.P.B.

Ingredients in bread include flour, yeast, milk, salt and sometimes malt extract.

Labor also constitutes a substantial portion of the cost of the loaf.

ST. ANDREW'S CHURCH

Sunday May 5th
Morning Prayer 12 noon.
Rogers and weather permitting.
Rev. D. A. Ford R. A., B.D., (Incumbent.)



By
DR. F. J. GILBERT

Director,
Line Elevators Farm Service,
Winnipeg, Manitoba.

Appointment of H. J. Mather

On behalf of the Line Elevator Companies sponsoring this department we take pleasure in announcing the appointment of Mr. H. J. Mather, B.Sc., as Assistant to Director, Line Elevators Farm Service. Mr. Mather succeeds Mr. E. Robertson who recently accepted the position of District Seed Analyst, Plant Products Division, Dominion Department of Agriculture at Winnipeg. It is most gratifying to us that Mr. Robertson, the officer in charge of our own seed testing laboratory should be selected for a post of such importance and responsibility in the Canadian seed testing field.

Mr. Mather is no stranger to Western Canadian agriculture. He was raised on a farm and educated in Alberta. Specializing in soil science, he obtained the degree of Bachelor of Science in Agriculture from the University of Alberta in 1933. After his graduation Mr. Mather was engaged in soil survey work in Alberta, and from 1939 to 1942 occupied the position of supervisor of Illustrative Stations, Dominion Experimental Stations, Lethbridge and Lacombe, Alberta. In 1942 Mr. Mather accepted the position of Supervisor of Soil Conservation and Weed Control with the Provincial Department of Agriculture, Edmonton; a position he filled with distinction until his recent appointment.

As a technical adviser to the newly established Chemical Division, Line Elevators Farm Service, Mr. Mather will be in a position to assist prairie farmers with their chemical weed control problems. In this work he will be assisted by some 2,500 Line Elevator country grain buyers throughout Western Canada. Mr. Mather's sound training, wide experience and recognizability in dealing with two Western Canada's most important and pressing agricultural problems—Soil Conservation and Weed Control—qualify him well for his new position.

(Continued from last issue.)

CANADA'S TOURIST TRADE POSSIBILITIES

Must want to come back and bring their friends. Every United States visitor to Canada should return to the country singing the praises of holidays in Canada. Every satisfied tourist is an enthusiastic public relations representative.

There is every reason why Canada should become a vacation land of the world. Canada is easily accessible by train, aircraft and automobile from a great nation of 140 million people who like to travel and whose travel expenditures are increasing every year. It is predicted that United States citizens will spend on travel this year more than 10 billion dollars. Single states across the border, whose natural attractions pale in comparison with Canada's do more tourist business than this whole country. Their advantage lies not only in an extended season but in the vision that provided facilities for accommodation and entertainment.

Infinite opportunities are available today in the tourist industry in

Canada. Only if men of foresight take the Canadian nation to produce the physical assets the country has the huge benefits of a well-earned tourist trade.

DEATH TO WEEDS

2,4-D Weed Control Chemicals, liquid or dust, manufactured by Dow Chemical Company, Limited, can be obtained from all Alberta Pacific Agents.

Also see our Agents for particulars regarding machines for applying liquid and dust chemicals.

The Alberta Pacific Grain Co. (1943) Ltd.



Wiring Supplies

Are still in short supply but during the winter we have been able to purchase a fair supply. So we are able at the present to wire your complete farm or home, rewiring your home and make it safe or take care of any alteration to your present electrical system.

Look around your home and ask yourself: "Is my home safe against fire due to unsafe electrical equipment or wiring?"

We sell, install and maintain service on Onan 32 Volt and 110 A.C. power and light plants. This is the plant that was used by the Cdn. Army, Overseas, and found so dependable.

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Notice of Preparation of Assessment Roll

TOWN OF GLEICHEN ASSESSMENT
ROLL 1948

Notice is hereby given that the assessment roll of the Town of Gleichen for the year 1948 has been prepared and is now open for inspection at the office of the secretary-treasurer of the Town from ten o'clock in the forenoon to three o'clock in the afternoon on every day which is not a public holiday, except Saturday, and on that day from ten o'clock in the forenoon until noon and that any person who objects to the entry of his name or that of any person upon the said roll or to the assessment of any property, must within thirty days after the date of this notice lodge a complaint in writing with the secretary-treasurer.

Dated this day 15th day of April, 1948.

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